

## Says

What have we heard them say? What can we imagine them saying?

**Thinks** What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Spending behaviour means disbursing money to an action, an environment or a people to satisfy needs & wants

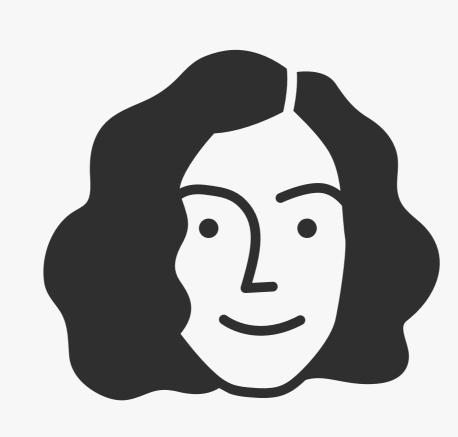
Helps to analyse the factors affecting spending behaviour of the customers

Advertisements and sales promotion lead people to make impulse

purchases

Helps marketers to identify the opportunities for growth

Low interest rate will increase spending



## Persona's name

Short summary of the persona

Get a clear idea about spending behaviour

> Optimizing the marketing strategies to meet the expectations of the customers

Gives ideas to enhance customer engagement to drive revenue growth

Marketers can understand the factors that are changing so that marketing efforts can aligned accordingly

Have a deep understanding of marketing

Spending behaviour determines the economy of the nation

**Feels** 

Helps businesses

product & service

to make better

decisions to

improve their

What behavior have we observed? What can we imagine them doing?

Does

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?



